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YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

FIVE leading cigarettes — including Philip Morris — were compared by eminent doctors. Here's what they found:

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES* AS LONG!

It's plain this Philip Morris superiority means real protection *when* you inhale — *plus* finer pleasure all the time!

CALL FOR PHILIP MORRIS

AMERICA'S *FINEST* CIGARETTE

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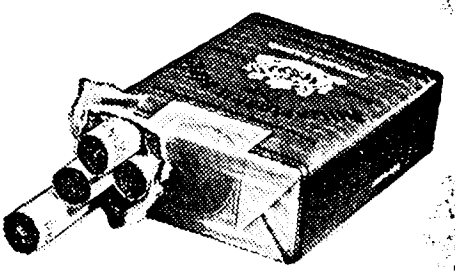
PROTECTION WHEN YOU INHALE

(ALL SMOKERS DO—SOME OF THE TIME!)



Finer Pleasure—Plus Real Protection

SEE how tremendously cigarettes *differ*. Eminent doctors compared five leading brands, including Philip Morris —

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES* AS LONG!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

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